

## ORDER



**Orders**  
**Order / Rev:** 715921  
**Alt Order #:** 06332236  
**Product Desc:** CRAVAAK FOR CONGRESS  
**Estimate:** C13C16  
**Flight Dates:** 10/12/12 - 10/16/12  
**Original Date / Rev:** 10/04/12 / 10/04/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** Smart Media Group Inc/ POL  
**Buying Contact:**  
**Billing Contact:**  
 814 King Street  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Cravaack/ NRC/ R/ Congress  
**Demographic:** A25-54  
**Product Codes:** PL-US House Representative  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/08/12	10/14/12	8	\$10,325.00	\$8,776.25
10/15/12	10/21/12	7	\$7,425.00	\$6,311.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	15	\$17,750.00	\$15,087.50	0.00
<b>Totals</b>	<b>15</b>	<b>\$17,750.00</b>	<b>\$15,087.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/15/12	10/15/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1		\$575.00			0.00			
5	KARE	10/15/12	10/15/12	M-F 430-5p Jeopardy	CM	430-5P	M-----	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----			1		\$600.00			0.00			
N19	KARE	10/12/12	10/12/12	M-F 1-2p Rachel Ray	CM	1P-2P	----F--	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1		\$150.00			0.00			
N20	KARE	10/12/12	10/12/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	----F--	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1		\$2,200.00			0.00			
N21	KARE	10/12/12	10/12/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$575.00	P-2	0.00	NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--			1		\$575.00			0.00			
N22	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00

Order / Rev: 715921  
 Alt Order #: 06332236  
 Flight Dates: 10/12/12 - 10/16/12

Advertiser: Cravaack/ NRC/ R/ Congress  
 Product Desc: CRAVAACK FOR CONGRESS  
 Estimate: C13C16

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N22	KARE	10/12/12	10/12/12	M-F 5-530p KARE 11 5 News	CM	5-530p	----F--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$1,200.00		0.00			
N23	KARE	10/12/12	10/12/12	NBC Nightly News NBC Nightly News	CM	530-6P	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,000.00		0.00			
N24	KARE	10/12/12	10/12/12	Fri Prime DATELINE	CM	Fri Prime (9:00 PM-10:00 PM)	----F--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	----F--		1				\$2,000.00		0.00			
N25	KARE	10/15/12	10/15/12	M-F 1-2p Rachel Ray	CM	1P-2P	M-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$150.00		0.00			
N26	KARE	10/15/12	10/15/12	M-F 10-1035p KARE News 10p	CM	KARE News 10p	M-----	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,200.00		0.00			
N27	KARE	10/15/12	10/15/12	M-F 5-530p KARE 11 5 News	CM	5-530p	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$1,200.00		0.00			
N28	KARE	10/15/12	10/15/12	NBC Nightly News NBC Nightly News	CM	530-6P	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$2,000.00		0.00			
N29	KARE	10/15/12	10/15/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/15/12	10/21/12	M-----		1				\$700.00		0.00			
N30	KARE	10/13/12	10/13/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	-----S-		2				\$1,100.00		0.00			
Totals														15	\$17,750.00